

Committee or Task force: **Governmental Affairs** Chair: **Casey Mazzoni** Date: **January 2017**



Vision

What are our long-term objectives for this Committee? (3-5 years)

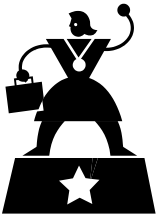
- Represent the interests of local business and chamber members to elected officials and governing bodies
- Reinforce value to our members and to the San Rafael business community by protecting and promoting their interests, tracking, and taking positions on issues that impact our members and the community



Mission

Why does this committee or task force exist?

- The business community's success is imperative to the health of the community as a whole
- To provide a voice for local business
- To preserve and protect the profitability of local businesses and chamber members
- The GAC is the clearing-house for review and recommendation for all public policy issues



Champions

Who are the Board Champions (Current Board Members Leading the Committee)?

- Stephanie Plante- Board Chair
- Beau Blanchard- Board Chair Elect
- Carol Harris – Treasurer
- Casey Mazzoni – Committee Chair and Divisional Vice Chair
- Diane Henderson-Director
- Leslie Ruhland-Director
- Mark van Gorder- Director
- Joanne Webster – President and CEO



Objectives

What are the specific measures of success for this committee? (Limit to one line or sentence)

- Objective 1 – Establish and track positions/endorsements on issues and candidates
- Objective 2 – Communicate positions to elected officials thru letters and speakers bureau
- Objective 3 – Post positions on chamber website and newsletters as a reference for members
- Objective 4 – Develop and implement scrolling GAC news on Chamber website
- Objective 5 – Report to Chamber members periodically on issues potentially impacting them
- Objective 6 – Communicate with elected officials by inviting them to attend meetings, 1/year
- Objective 7 – Attendance of Chamber representatives at 15-20 City Council meetings in 2016
- Objective 8- Host quarterly coffee meetings with elected officials at Chamber office
- Objective 9- Identify potential candidates for city council seats



Strategies

How are we going to sustain this focus area over time? (Limit to one line or sentence)

- Strategy 1 – Dedicate staff resources (minimum of 1 Chamber employee) to attend meetings
- Strategy 2 – Recruit additional Board members to the committee
- Strategy 3 – Dedicate staff resources to follow-up and communicate positions
- Strategy 4 – Dedicate volunteer resources to track pending regional and state legislation
- Strategy 5 - Address advocacy requests per established Chamber process and policy
- Strategy 6 – Coordinate with Chamber's Economic Vitality Committee thru co-representation



Plans

What is the work to be done? List activity, who will be responsible, when will it happen, and what is the budget impact. (Limit to one line or sentence)

- Primary Activities/Tasks – Committee is responsible for research, evaluation, consideration and providing position recommendations to the full Board on issues and candidates – Budget impact is primarily staff time.

PRIORITY ISSUES /FOCUS for 2017– Workforce Housing, Transportation, Homelessness, Business Retention and Attraction (Job Creation)

Follow Local and County Measures that impact businesses ability to maintain costs and grow
Engage in State politics only as it pertains to regional issues that impact San Rafael/Marin (Housing, Traffic, Water and Education)